

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Koningstein	Art Unit	: 3688
Serial No.	: 10/748,682	Examiner	: Khanh H. Le
Filed	: December 31, 2003	Conf. No.	: 1976
Title	: SYSTEM AND METHOD FOR DELIVERING INTERNET ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"		

**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

**AMENDMENT IN REPLY TO NON-FINAL**  
**OFFICE ACTION SENT FEBRUARY 8, 2010**